



SAN PEDRO PROPERTY OWNERS ALLIANCE MARKETING & BUSINESS DEVELOPMENT COMMITTEE MEETING

10:00 AM Open Session

Agenda

Tuesday, November 17, 2015

Meeting Location: Managed Career Solutions
Harbor Business Source Center
455 W. 6th Street, San Pedro, CA 90731

1. CALL TO ORDER – Jayme Wilson, Chair

2. Committee Members –

Vincent DiMeglio, Property Owner *

Eric Eisenberg, Renaissance Group *

Warren Gunter, Property Owner *

Alan Johnson, Jerico Development *

Liz Schindler Johnson, Grand Vision Foundation

Lorena Parker, SPPOA *

Andrew Silber, The Whale & Ale

Camilla Townsend, Port of Los Angeles High School *

Elise Swanson, San Pedro Chamber of Commerce

Morris Warschaw, Property Owner *

Jayme Wilson, Spirit Cruises *

* voting member

3. APPROVAL OF MINUTES – May 19, 2015.

4. PUBLIC COMMENTS –

This opportunity is reserved for any public comments to the Board pursuant to the Brown Act with the understanding that no action may be taken, nor discussion conducted on non-agendized subjects. It is the Board's policy regarding that persons in the audience may address this Board in connection with any agenda item during the public comment period. As provided by the Brown Act, the Board has limited each individual's speaking time to three minutes. Anyone desiring to speak during the public comment period must complete a speaker card and submit it to the Chair prior to the start of the meeting.

5. OLD BUSINESS

5.1 None

6. NEW BUSINESS

ACTION ITEMS

- 6.1 Consideration to re-structure Marketing Committee in the following manner:
 - a) Recommendation to cease any further marketing expenditures until SPPOA office staff conducts thorough market research and makes recommendations to marketing committee, with the exception of the CD 15 Snow Day.
 - b) Consideration to fund non-PBID projects once or twice annually with “Call for Projects” date and parameters to be set sometime in the first quarter of 2016.
 - c) Consideration to change Frequency of Marketing Committee meetings
- 6.2 Consideration to fund City Council Snow Project
- 6.3 Development of Economic Development brochure for PBID in partnership with LA City Council Office Economic Development Department
- 6.4 Consideration to add Andy Pham, SPPOA staff to Marketing Committee

NON-ACTION ITEMS

6.2 None

7. UPDATES

- 7.1 California Arts Commission Grant
- 7.2 San Pedro Today
- 7.3 Art Scene Magazine
- 7.4 Cash Cards – Air Force Fall Festival Oct. 24 / Pre-Fam Tour
- 7.5 Tourism Ambassadors – Schedule / Tourism Cart

- 7. NEXT REGULAR MEETING – No December meeting.
Next meeting January 19, 2016.

9. ADJOURNMENT